



5 INTERNET MYTHS (BECAUSE LIKE YOU KNOW, EVERYONE THINKS THE INTERNET WILL SAVE US!)

TEXT HARDESH SINGH

Instructions: Physical text is dead. Information is alive. It's dynamic. This magazine will be trashed, eventually (sorry KLue). Information is constantly evolving. Go to www.hardeshsingh.com and key in the keywords in the search box to make the jump between physical and digital text.

#1 – The Net is a free-space.

Hah, you're most probably a politico blogger. Government has more control over the net than they care to understand themselves. Every little cool app that allows you to see how popular you are amongst your circle of virtual friends, exists thanks to Government legislation (ok, largely the U.S. Government, but they all the same) to track data, its origins and its destination. The Net was built to be dumb and blind. Today it is way too smart.

Are you a blogger currently being sued by the government? Well, you could potentially divert the attention away from yourself. The

music industry goes after the platforms rather than the individuals who share music illegally. By focusing on the platform, they believe they can shut down the network hosting the content to thwart the act of uploading/downloading it. Quite smart. The point? Use a blog service, and argue that the service is just as responsible for hosting your supposedly seditious content. The result: Government of Malaysia vs. Google.

Keyword: Klue1

#2 – We are too smart, they can't censor the Net, even if they tried.

It's simply a question of infrastructure. The Malaysian Internet Exchange (MyIX) was built on the pretext of saving the country huge amounts of money being wasted on local traffic being routed via international exchanges. Read it another way: the government doesn't have full control over local ISPs. Many of the privately

owned ISPs establish direct connections to foreign ISPs. MyIX routes all incoming and outgoing traffic via one central switch. And what does a switch do, primarily?

Keyword: Klue2

#3 – The Matrix is just a movie.

The sum of all our knowledge created and shared everyday is feeding and building the Machine. See how the Machine is Us/ing Us.

Keyword: Klue3

#4 – Alternative media will kill mainstream media.

The only thing that will kill mainstream media is mainstream media itself, due to ignorance on information theory (that is, how people consume information today). And alternative media won't deliver on its promise until we begin to understand that the internet really isn't an alternative at all. It exists as an independent platform, requiring a unique model to thrive. Information snacking. Remember this the next time you upload a 1000 word blog entry on who-screwed-over-who-to-get-what-favours. No one gives a damn to read your theses, at least not the most valuable demography. Mainstream media, should, if they're smart enough, engage with bloggers to act as foot soldiers on the cyber frontiers. They break the news, mainstream media helps it get, well, mainstream. It's a model that allows both parties to thrive. And all the buzz about new media and the mushrooming of online news channels? Tough. None of them are making serious money in this part of the world. The only ones to survive will be those investing in the future, willing to bootstrap for two years, at the very least, while the infrastructure catches up.

Keyword: Klue4

Keyword: Klue5

#5 – The internet will save us from all forms of bureaucracy. On the internet, every human being is equal and there are no borders.

That was the promise of the internet. The cyberpunks had a mantra: On the information highway, borders are just speed bumps. But some very powerful people would like to see it broken. Ultimately, the internet may divide us more than geographical borders do currently.

Keyword: Klue6